

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD JULY

FOR HOME APPLIANCE SHIPMENTS

CHICAGO -- July shipments of major household appliances exceeded 3.9 million units, surpassing the previous July record set one year ago, reports the Association of Home Appliance Manufacturers (AHAM).

Total appliance shipments for the month surged 20.7% ahead of the same month last year for a gain of over two-thirds million units.

"The industry is happy to see shipments of core products, particularly home laundry appliances, continue to exhibit strength," commented AHAM President Robert Holding.

Home laundry shipments accounted for almost one-fourth of July's unit gain. Shipments of electric dryers (280,900 units) and gas dryers (77,300 units) were at the highest July levels ever, and the monthly shipment of automatic washers (521,100 units) was the third best in history.

Home comfort appliances increased dramatically during the month, accounting for one-third of July's unit gain. Hot humid conditions in many parts of the country resulted in the largest July shipment of room air conditioners (361,400 units) since 1980 and of dehumidifiers (63,000 units) since 1981. In spite of a strong July for the home

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comfort category, year-to-date levels continued to lag behind last year's totals for the same period.

Shipment increases ranged from 4.2% for kitchen cleanup appliances to 8.6% for cooking appliances for the first seven months of this year compared to the same 1985 period.

Total year-to-date shipments of 26.0 million units exceeded 1985's record level for the same period by 3.7%.

High consumer confidence buoyed by favorable economic conditions, particularly a low inflation rate, is the primary factor fueling this record appliance demand. Also, favorable mortgage rates are encouraging strong activity in new home construction and home resales, thus expanding the total market for major appliances.

If shipments for the remaining five months simply equal last year's 16.7 million units, the industry will surpass the latest forecast of 41.8 million units and set a new annual record.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
July, 1986

	July 1986	July 1985	% Change	Calendar Year to Date		% Change
	1986	1985		1986	1985	
ALL MAJOR APPLIANCES*	3,984.6	3,300.9	+20.7%	26,000.2	25,078.4	+ 3.7%
COOKING - TOTAL	1,158.5	972.3	+19.2	8,346.8	7,683.8	+ 8.6
ELECTRIC RANGES - TOTAL	282.9	261.3	+ 8.3	1,867.1	1,760.7	+ 6.0
Free Standing	231.4	213.8	+ 8.2	1,530.5	1,433.8	+ 6.7
Built-In	51.5	47.5	+ 8.4	336.6	326.9	+ 3.0
MICROWAVE OVENS/RANGES**	891.7	727.5	+22.6	6,586.3	6,041.1	+ 9.0
HOME LAUNDRY - TOTAL	879.3	719.6	+22.2	5,530.9	5,237.5	+ 5.6
AUTOMATIC WASHERS	521.1	421.8	+23.5	3,216.0	3,055.4	+ 5.3
DRYERS - TOTAL	358.2	297.8	+20.3	2,314.9	2,182.2	+ 6.1
Electric	280.9	235.4	+19.3	1,815.8	1,725.1	+ 5.3
Gas	77.3	62.4	+23.9	499.1	457.1	+ 9.2
KITCHEN CLEAN UP - TOTAL	634.2	595.7	+ 6.5	4,683.9	4,496.3	+ 4.2
DISPOSERS	296.1	275.4	+ 7.5	2,394.7	2,368.2	+ 1.1
DISHWASHERS - TOTAL	323.1	306.6	+ 5.4	2,179.1	2,028.5	+ 7.4
Built-In	304.6	286.7	+ 6.2	2,046.6	1,887.3	+ 8.4
Portable	18.4	19.9	- 7.5	132.4	141.2	- 6.2
COMPACTORS	15.0	13.8	+ 8.7	110.1	99.6	+10.5
FOOD PRESERVATION - TOTAL	888.2	816.8	+ 8.7	4,565.3	4,348.6	+ 5.0
REFRIGERATORS	729.6	668.1	+ 9.2	3,814.7	3,593.1	+ 6.2
FREEZERS - TOTAL	158.6	148.7	+ 6.7	750.6	755.5	- 0.7
Chest	84.8	76.6	+10.7	406.2	393.2	+ 3.3
Upright	73.8	72.1	+ 2.4	344.4	362.3	- 4.9
HOME COMFORT - TOTAL	424.4	196.4	+116.1	2,873.1	3,312.2	-13.3
ROOM AIR CONDITIONERS	361.4	171.0	+111.4	2,425.0	2,764.5	-12.3
DEHUMIDIFIERS	63.0	25.4	+148.0	448.1	547.7	-18.2
 GAS RANGES***	 115.8	 109.4	 + 5.9	 1,060.3	 974.7	 + 8.8

* Numbers do not add because of overlapping product categories.

** Includes U.S. produced and imported microwave ovens and combination microwave ovens/ranges.

*** Source: GAMA. Not included in cooking total or total shipments.